



Better Homes & Gardens

Publisher's Statement

6 months ended June 30, 2021, Subject to Audit

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Annual Frequency: 12 times/year

Field Served: BETTER HOMES AND GARDENS inspires women with infinite possibilities for creativity and self-expression. Each issue delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining, and personal and family well-being.

Published by: Meredith Corporation

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
7,397,004	224,786	7,621,790	7,600,000	21,790

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan	6,735,626	476,357	7,211,983	249,022		249,022	7,461,005	168,518	314	168,832	7,153,166	476,671	7,629,837
Feb	6,734,244	472,113	7,206,357	245,571		245,571	7,451,928	176,674	156	176,830	7,156,489	472,269	7,628,758
Mar	6,632,347	476,059	7,108,406	238,068		238,068	7,346,474	272,731	216	272,947	7,143,146	476,275	7,619,421
Apr	6,682,633	471,882	7,154,515	238,068		238,068	7,392,583	241,380	249	241,629	7,162,081	472,131	7,634,212
May	6,676,981	467,307	7,144,288	238,068		238,068	7,382,356	228,425	191	228,616	7,143,474	467,498	7,610,972
Jun	6,640,654	468,954	7,109,608	238,068		238,068	7,347,676	259,649	214	259,863	7,138,371	469,168	7,607,539
Average	6,683,748	472,112	7,155,860	241,144		241,144	7,397,004	224,563	223	224,786	7,149,455	472,335	7,621,790

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	6,097,557	441,420	6,538,977	85.8
Multi-Title Digital Programs		18,904	18,904	0.2
Partnership Deductible Subscriptions	551,379	11,788	563,167	7.4
Sponsored Subscriptions	34,812		34,812	0.5
Total Paid Subscriptions	6,683,748	472,112	7,155,860	93.9
Verified Subscriptions				
Public Place	237,076		237,076	3.1
Individual Use	4,068		4,068	0.1
Total Verified Subscriptions	241,144		241,144	3.2
Total Paid & Verified Subscriptions	6,924,892	472,112	7,397,004	97.1
Single Copy Sales				
Single Issue	58,779	223	59,002	0.8
Sponsored Single Issue	165,784		165,784	2.2
Total Single Copy Sales	224,563	223	224,786	2.9
Total Paid & Verified Circulation	7,149,455	472,335	7,621,790	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2019	7,600,000	7,631,686	7,631,686		
6/30/2018	7,600,000	7,635,340	7,641,292	-5,952	-0.1
6/30/2017	7,600,000	7,633,284	7,633,284		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$3.99		
Subscription	\$22.00		
Average Subscription Price Annualized (3)		\$12.12	
Average Subscription Price per Copy		\$1.01	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2020

(3) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	237,076		237,076
Total Public Place Copies	237,076		237,076
Individual Use			
Ordered/Payment Not Received	4,068		4,068
Total Individual Use Copies	4,068		4,068

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 1,518,214

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 13,753

Multi-Title Digital Programs

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Apple News	18,904	18,904	2.3	43,291

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Meredith Corporation

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STEPHEN BOHLINGER

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